



## POSTCODE BOUNDARIES

POSTCODES WERE INTRODUCED IN THE 1960'S TO ASSIST IN MAIL DISTRIBUTION. THEY HAVE SINCE BECOME INTEGRAL IN MAILING ADDRESSES AND NOW ARE ALSO USED IN SPATIAL AGGREGATION AND ANALYSIS. THIS DEFINITIVE DATASET HAS BEEN DEVELOPED BY AUSTRALIA POST AND PSMA AUSTRALIA AND INCLUDES TWO DATA LAYERS; POSTCODE BOUNDARIES (POLYGON DATA) AND POSTCODE CENTROIDS (POINT DATA).

### USES

Postcode Boundaries provides many potential benefits to both government and the private sector including:

#### BETTER BUSINESS

Most businesses rely on address databases for dealing with suppliers, customers and other business activities. Business can use Postcode Boundaries to pin point and verify addresses within a boundary to reduce data duplication and increase database accuracy.

#### LOCATION FINDER

Postcode Boundaries combined with the latest mobile phone technology can show travellers an array of established services within a particular postcode.

#### PROFILING

Marketers can combine their statistics with the Postcode Boundaries dataset to build profiles within specific areas. This information is also important to decision makers in the community including councils and governments. Such profiles can also assist insurance companies to enhance their claim management processes by accurately calculating the customer premium to establish home and car insurance policies.

### EMERGENCY RESPONSE

Fast incident response depends on knowing the exact location of the emergency. Postcode Boundaries can be used in conjunction with G-NAF (PSMA Australia's authoritative Geocoded National Address File) to verify addresses for 000 calls and help to reduce response times.

### POLICY DEVELOPMENT

Postcode Boundaries allows government agencies to develop more accurate socio-economic and demographic analysis. From Census analysis to Centrelink support to transport and regional development, Postcode Boundaries improve government policy development and service delivery.

### INFORMATION SOURCES & UPDATES

The Postcodes Boundaries data and its main processes are solely owned by Australia Post, and is updated on a quarterly cycle.

### ACCESS

PSMA Distribution manages the distribution of PSMA Data, Australia's authoritative data.

Widespread access is supported through a network of Value Added Resellers (VARs). PSMA Distribution works with the VARs who combine their expertise and market knowledge with PSMA Data to develop and sell a wide range of mapping products and business and location intelligence tools.

### FURTHER INFORMATION

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